

Housing Access for Local Communities

Community-Driven Outcomes in Affordable Housing Development

February 27, 2018



Seattle
Office of Housing

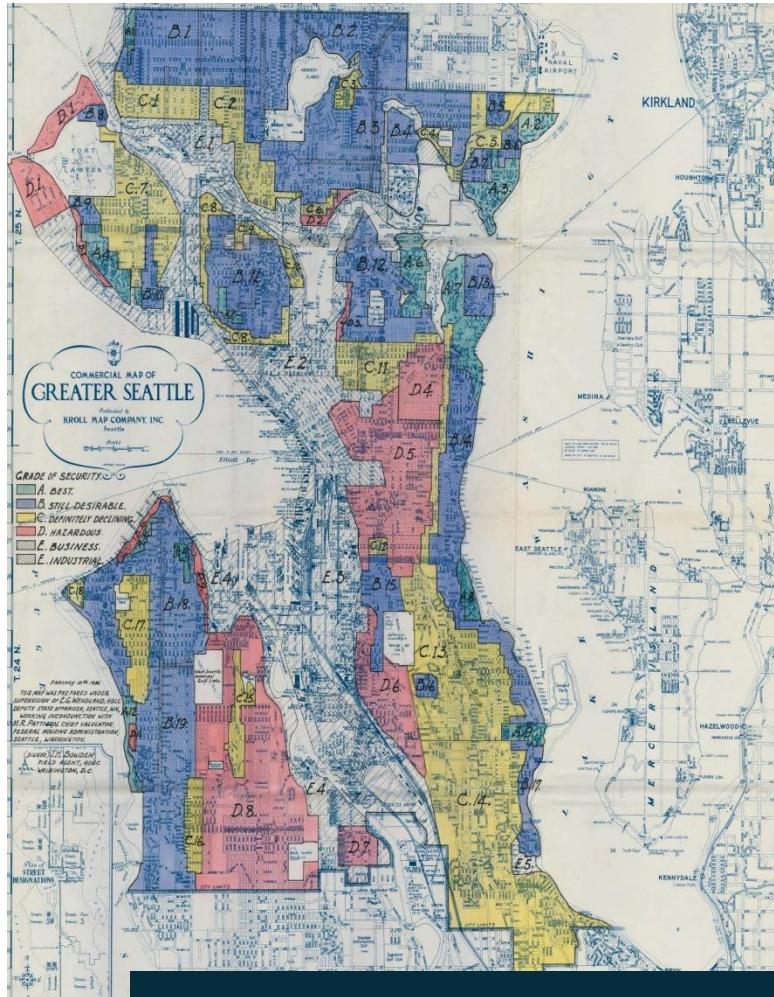
How can affordable housing development help prevent displacement of low-income residents and those with cultural ties to the neighborhood?

1. Fair housing policies and requirements
2. Best practices in affirmative marketing
3. Potential approaches to community resident preference
4. Panel discussion

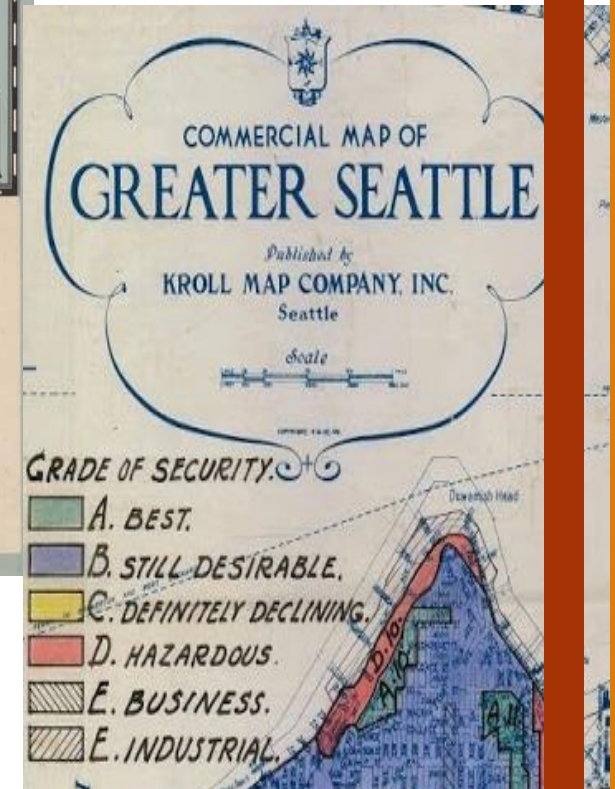
History of Seattle: Structural Racism and Discrimination

- 1800s – Colonization of Native American land
- 1870-1920s – Segregation of Asian Immigrants
- 1920s – 1940s – Racial Covenants
- 1930s – Redlining
- 1960 – 1980 – White flight; Black and Brown concentration in cities

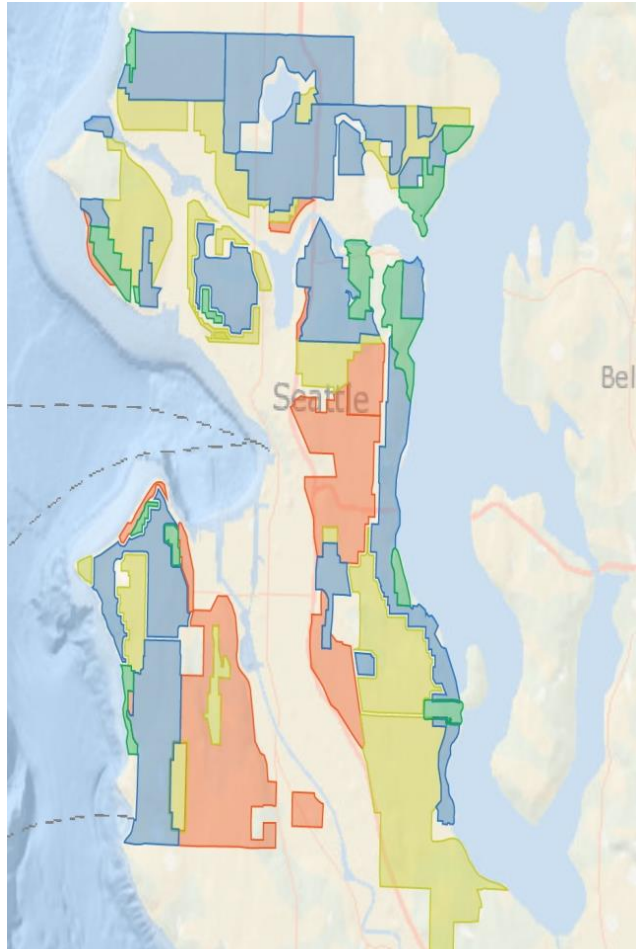
Seattle History: Racial Covenants and Redlining



Eastlake Deed: Said lot or lots shall not be sold, conveyed, or rented nor leased, in whole or in part, to any person not of the **White race**; nor shall any person not of the White race be permitted to occupy any portion of said lot or lots or of any building thereon, except a domestic servant actually employed by a White occupant of such building.



Seattle History: The Impact of Redlining



**Home Owners' Loan
Corporation
1936 Grade of Desirability**

**Current Racial
Segregation:
% People of Color**

A - Best

15%

B - Still Desirable

22%

**C - Definitely
Declining**

42%

D - Hazardous

52%

Current State: Fair Housing

- The role of the Civil Rights Movement and community organizing
- Fair Housing Act of 1964
- Addressing discrimination in housing – Seattle's Open Housing Ordinance
- 2015 HUD Rule – Affirmatively Furthering Fair Housing
- Disparate Impact – Addressing Barriers to Housing
- Anti-Displacement

Affirmative Marketing

Objective: Provide equal access to housing choices regardless of race, national origin, familial status, disability, other protected class status

Components include:

- Early outreach to neighborhood and cultural community groups about housing opportunities
- Advertisements in neighborhood and community publications
- Translated materials and language assistance for applicants

Community Resident Preference

Limited Number of Anti-Displacement Examples

- New York City: citywide; 50% unit set-aside, preference for neighborhood residents
- San Francisco: projects in high displacement low-income neighborhoods; 40% unit set-aside; preference to residents of all displacement risk neighborhoods
- Portland: projects in Urban Renewal neighborhoods; 40% unit set-aside; preference for current or former residents, or descendants of residents who were displaced

National discussions and litigation

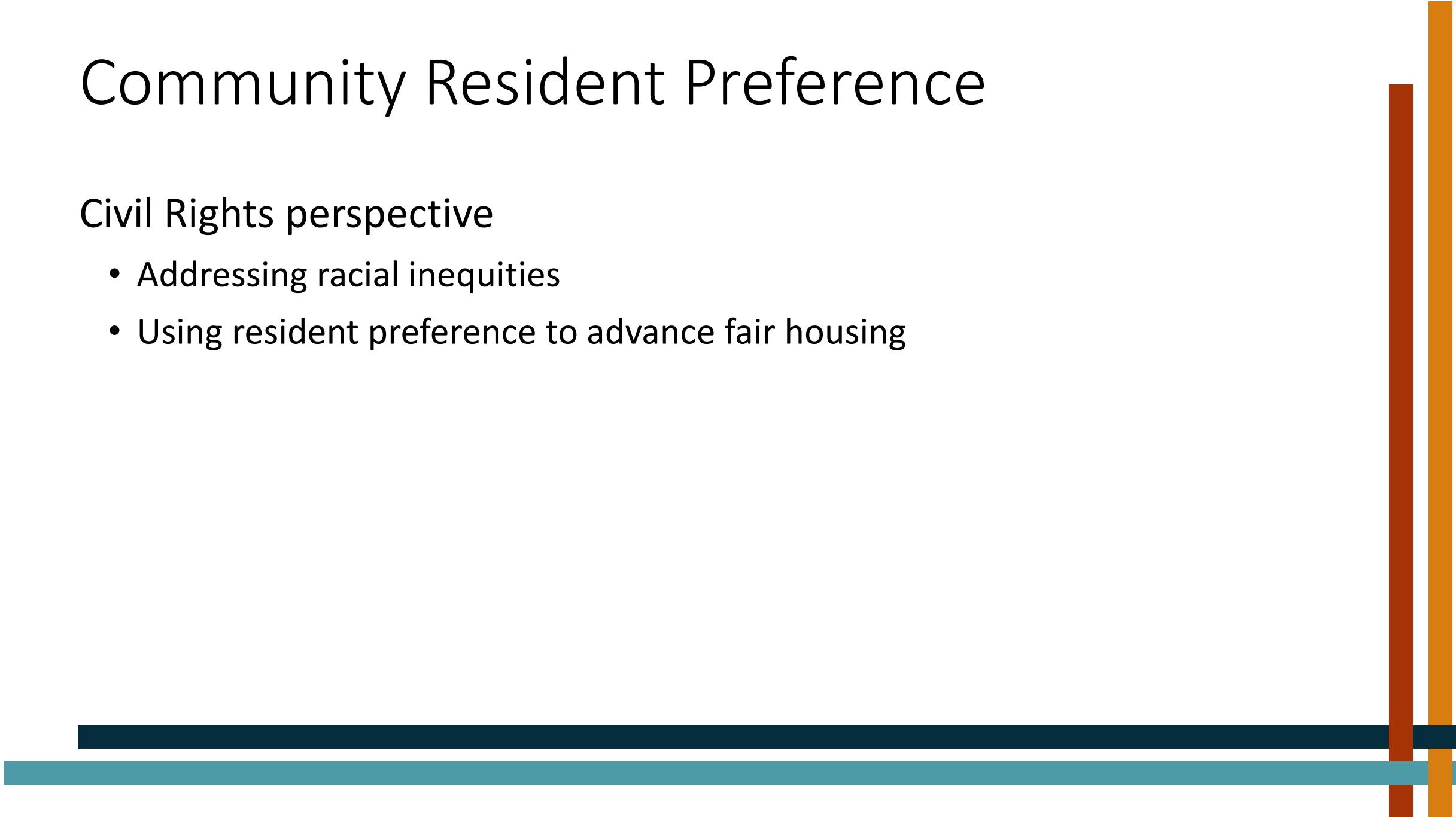
Preliminary take-aways

- Geographic locations
- Data
- Multiple preference “points”

Community Resident Preference

Civil Rights perspective

- Addressing racial inequities
- Using resident preference to advance fair housing



Discussion

- What kind of access to the affordable housing project are you trying to achieve for your community?
- What kinds of affirmative marketing strategies have been successful? How do we see the impact of affirmative marketing?
- Should Seattle consider a community resident preference policy? What would be the benefits and potential unintended consequences?
- Any other suggestions to improve access for your community?